



SNS B-SPINE

**Coimbatore-35
An Autonomous Institution**

DEPARTMENT OF MANAGEMENT STUDIES

19BAE752-AGRICULTURE MARKETING MANAGEMENT

II YEAR III SEM

UNIT 4

PROMOTION MANAGEMENT

Sales Promotion

Sales promotion involves short-term incentives designed to stimulate purchasing or sales of agricultural products or services.





Purpose of Sales Promotion

- Stimulating Immediate Sales
- Encouraging Product Adoption
- Competitive Advantage
- Reducing Inventory
- Customer Engagement
- Market Expansion
- Incentivizing Bulk Purchases
- Product Trial and Feedback
- Seasonal Relevance
- Boosting Brand Visibility



Sales promotion strategies commonly used in agriculture

Discounts and Rebates

- Offering discounts or rebates on agricultural inputs like seeds, fertilizers, pesticides, or machinery during specific seasons or bulk purchases.



Coupons and Vouchers

- Distributing coupons or vouchers that farmers can redeem for discounts on agricultural products or services.



Contests and Competitions

- Organizing contests or competitions related to farming practices or crop yields, offering prizes or rewards for the best-performing farmers.



Free Samples or Trials

- Providing free samples of new seeds, fertilizers, or agricultural technologies for farmers to try before making a purchase.



Bundle Offers

- Creating bundled packages of complementary agricultural products (seeds, fertilizers, pesticides) at a discounted price to encourage multiple purchases.



Loyalty Programs

- Implementing loyalty programs where farmers earn points or rewards for frequent purchases or consistent use of specific agricultural products.



Trade-In Programs

- Allowing farmers to trade in older or used machinery for discounts on newer models, promoting the adoption of advanced agricultural equipment.



Seasonal Variations

- Offering special promotions or deals aligned with farming seasons, such as discounts on irrigation systems before the planting season.

 A promotional poster for 'Happy Farmers Day' by Bhumi Prayogshala. The background shows an elderly farmer in a white shirt and cap standing in a green field. The text includes 'Happy Farmers Day', 'Bhumi Prayogshala MINI SOIL TESTING LABS', 'SPECIAL OFFERS', 'Discount worth Rs. 25,000 Which include', 'Water Testing Kit Rs. 5000', 'Reagent Refill kit Rs. 10,000', 'Offer up to 31 Dec. 2021', and 'Practical Training & Certification on Soil Testing and Digital Smart Soil Health Card Rs. 10,000'. At the bottom, there is contact information: 'www.soiltestingindia.com', '+91 9168811616', and 'Bhumiprayogshala' with social media icons.

Happy Farmers Day

Bhumi Prayogshala
MINI SOIL TESTING LABS

★ SPECIAL ★
★ OFFERS ★

Discount worth
Rs. 25,000
Which include

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www.soiltestingindia.com +91 9168811616 Bhumiprayogshala

Buy-One-Get-One (BOGO) Offers

- Providing additional quantities of agricultural inputs for free or at a reduced price with the purchase of a specified quantity.



Cooperative Initiatives

- Collaborating with farmer cooperatives or associations to provide collective discounts or benefits on agricultural inputs for group purchases.



Demonstration Days or Field Trials

- Organizing events where farmers can witness the effectiveness of new products or technologies through demonstrations or trials, offering special discounts for attendees.





Key Takeaways!